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(54) Title: PRINTING APPARATUS AND METHODS

(57) Abstract: A printing apparatus (10) has at a printing station (11), a print head (12) with an array (13) of heating elements individually selectable by a computer controller (15), a feed path (16) for feeding carrier ribbon (18) through the printing station (11), the carrier ribbon (18) carrying a layer of thermally sensitive print medium, pixels of the thermally sensitive print medium being in use deposited on a print area of a substrate (20), by selectively energising the heating elements, as the substrate (20) and print head (12) are relatively moved, the apparatus (10) including a backing member (22) and the substrate (20) being positioned in use between the backing member (22) and the carrier ribbon (18), and wherein the print head (12) is mounted by amounting structure (25) for generally linear movement towards and away from the substrate (20), one of the mounting structure (25) and print head (12) including a projecting part which projects towards the other and at least during printing engages with the other of the mounting structure (25) and print head (12), and there being a resilient member (31) between the mounting structure (25) and the print head (12) which allows resiliently resisted movement between the mounting structure (25) and the print head (12) with the projecting part engaged with the other of the mounting structure (25) and print head (12) and there being at least one fastener (30) to couple the mounting structure (25) and print head (12) together.